PETER BEDORF UX UI VISUAL DESIGNER

pbedorf@yahoo.com www.PeterBedorf.com 717-877-7151

PROFILE

I'm a design professional with a deep background in user experience design and brand strategy. My work demonstrates strong business acumen with a focus towards creating usable solutions that align with user goals and expectations. I have led the oversight for the design of digital products as well as collaborated with marketing to ensure product market fit. I work closely with stakeholders to develop user-centered product objectives, research, data analysis, requirements and budget.

EXPERIENCE

UX/UI DESIGNER
Deloitte Digital | Mechanicsburg, PA | Dec. 2018 – Present

- Led UI overhaul of internal applications for state government systems, with the focus on user experience, aligning to user personas and accessibility requirements. Conducted in-person user research/testing which resulted to discovery and improvements of user pain-points.
- Directed engineering teams on aligning UI requirements with style guides.
- Led stakeholder presentations for continued project alignment and phase-gate funding.
- Designed mobile apps that focused on optimal usability, accessibility, engagement, and overall user experience. While keeping the UI components aligned with the technology and framework for development.
- Hired and trained new team members on human-centered design, along with current design software.

SR. GRAPHIC/VISUAL DESIGNER
Pennsylvania Higher Education Assistance Agency (PHEAA) | Harrisburg, PA | Feb. 2011 – Nov. 2018

- Initially led the marketing design team in the ideation and production of integrated marketing collateral (print-based, digital, and social).
- Collaborated with senior leadership to develop the brand Avereo, which is a division for PHEAA's FinTech solutions.
- Regularly collaborated with the UX team to develop mockups/UI concepts for internal and customer facing applications.
- Worked closely within the CX team to develop early versions of the PHEAA design system.
- Developed user flows and customer journey maps for a joint mobile app with IBM.

SR. GRAPHIC/WEB DESIGNER
Cumberland Printing Company
Mechanicsburg, PA | April 2006 – July 2010

Managed design, development and production for various B2B and B2C companies in the region.

GRAPHIC DESIGNER, WEBMASTER
Barkleigh Productions, Inc.
Mechanicsburg, PA | March 1998 - April 2006

Led design and development of marketing collateral for a global mailing and digital publishing house for the pet care industry.

EDUCATION

BRADLEY ACADEMY FOR THE VISUAL ARTS
York, Pennsylvania
Associate Degree in Specialized Technology | Major: Graphic Design

DESIGNIT - PROFESSIONAL TRAINING
- Customer Research Training
- Service Mapping Training
- Ideation & Conceptualization Training

LINKEDIN LEARNING
- UX Design (7 Courses; 11 hours)
- Creating Accessible PDFs

TECHNICAL SKILLS

DESIGN
- UX Research
- UI Design
- Contextual Inquiry
- Visual Design
- Brand Development
- Mobile First/ Responsive Design

DESIGN TOOLS
- Figma
- Sketch
- InVision
- Adobe XD
- Adobe Creative Suite
- Justinmind

DEV TOOLS
- HTML & CSS
- WordPress
- WCAG 2.1
- Section 508
- Browser Testing

BUSINESS TOOLS
- Office365
- Jira
- Confluence
- Trello